destinationresearch
delivering results : measuring what matters

Economic Impact of Tourism
North Norfolk - 2023

Contents	Page

Economic Impact of Tourism – Headline Figures   North Norfolk - 2023

Total number of trips (day & staying)
9,432,400

Total staying trips
597,400

Total staying nights
2,430,000

Total staying spend
£151,709,000

Includes maintenance spending on second homes, boats, static vans and household spending linked to VFR.

Associated spend
£16,939,378

Total day trips
8,835,000

Total day trip spend
£290,015,000

Total visitor spend
£427,112,378

Adjustments made to avoid double-counting (e.g spending on retail and catering at attractions or accommodation, or travel spend taking at the origin of the trip.

Indirect / induced spend
£92,541,000

Total Tourism Value
£519,653,378

Full time equivalent jobs
8,440

Total actual tourism related employment
11,779

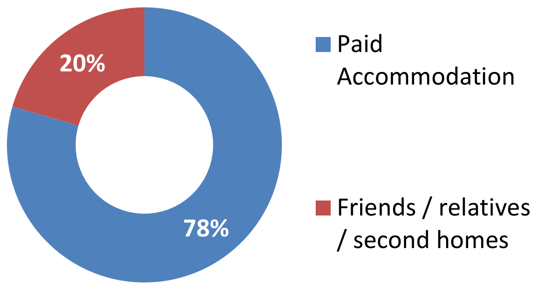
Percentage of all employment
27.4%

Economic Impact of Tourism – Year on year comparisons

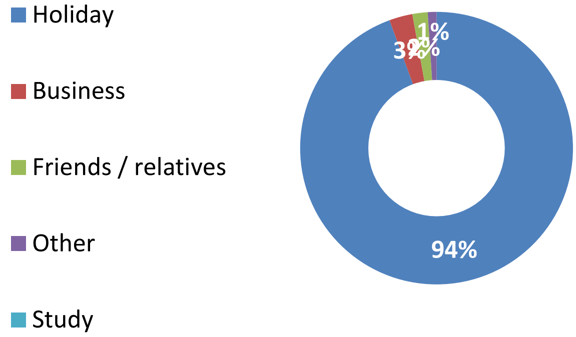
				Year-on-year comparison	Pre-pandemic levels
Day Trips	**2023**	**2022**	**2019**	**2023 v 2022**	**2023 v 2019**
Day trips Volume	8,835,000	9,014,000	9,317,000	-2%	-5%
Day trips Value	£290,015,000	£287,813,000	£292,356,000	1%	-1%
Overnight trips					
Number of overnight trips	597,400	548,400	602,200	9%	-1%
Number of nights	2,430,000	2,296,000	2,474,000	6%	-2%
Overnight trip value	£151,709,000	£136,658,000	£142,955,000	11%	6%
Total Value	**£519,653,378**	**£512,370,262**	**£528,931,378**	**1%**	**-2%**
Actual Jobs	**11,779**	**11,535**	**11,898**	**2%**	**-1%**

	2023	2022	2019	2023 v 2022	2023 v 2019
Average length stay (nights x trip)	4.07	4.19	4.11	-2.9%	-0.9%
Spend x overnight trip	£254.12	£249.38	£237.39	1.9%	7.0%
Spend x night	£62.43	£59.52	£57.78	4.9%	8.0%
Spend x day trip	£32.83	£31.93	£31.38	2.8%	4.6%

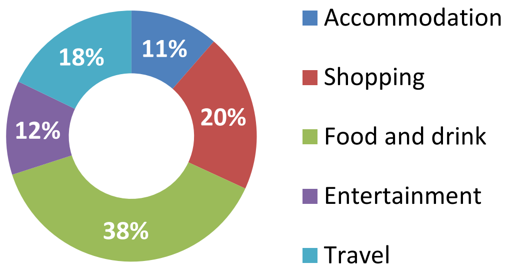
Type of Accommodation



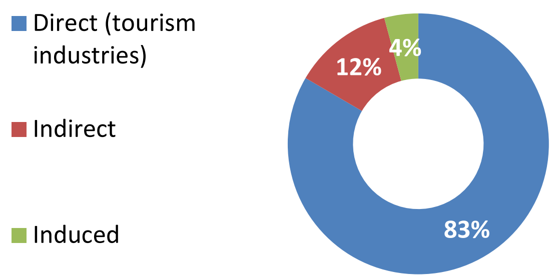
Trips by Purpose



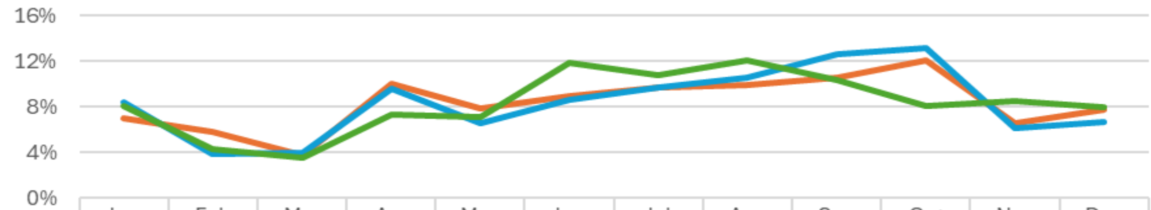
Breakdown of expenditure



Type of employment



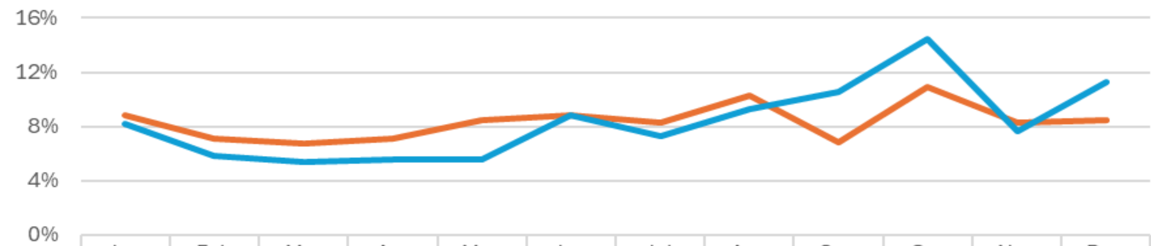
Domestic Overnight Trips - East of England - 2023



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	7%	6%	4%	10%	8%	9%	10%	10%	11%	12%	7%	8%
Nights	8%	4%	4%	10%	7%	9%	10%	11%	13%	13%	6%	7%
Spend	8%	4%	4%	7%	7%	12%	11%	12%	10%	8%	9%	8%

Trips Nights Spend

Tourism DayTrips - East of England - 2023



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	9%	7%	7%	7%	8%	9%	8%	10%	7%	11%	8%	8%
Spend	8%	6%	5%	6%	6%	9%	7%	9%	11%	14%	8%	11%

Trips Spend

Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2023 and provides comparative data against the previously published data for 2022 as well as providing headline comparisons against 2019 in order to monitor the recovery from the COVID-19 pandemic.

The Cambridge Model is a constantly evolving product. During the pandemic, all data collection for the key national tourism surveys used in the model ceased. This was followed with a change in the way domestic and overseas tourism statistics were captured. Data collection for domestic tourism moved from two surveys, one for day visits (GBDVS) and one for overnight stays (GBTS) based on face-to-face interviewing, to a new combined online survey collecting data on both domestic overnight trips as well as domestic day trips. The revised methodology to 2023's data was also applied to the already published in 2022, the only other comparative full year of new data now available.

Responding to these changes, we adopted a hybrid data approach with a two-stage evaluation process. First, the Cambridge Model disaggregates regional tourism data into sub-regional areas, using a top-down approach. It then pairs this with bottom-up initiatives, including contextual and sector-specific data from third-party sources and detailed destination-level business performance data captured by or on behalf of our destination partners.

This evolving methodology has been pivotal in our ability to produce a dynamic and reliable picture of tourism trends throughout the pandemic years and beyond. It also ensures that our results are as timely, accurate, consistent, and comparable as they can be. Some examples of additional data sources introduced in the last 5 years are:

- Attractions data - ALVA (Association of Leading Visitor Attractions)
- Short-term rental stock and occupancy - Lighthouse / AirDNA
- Hotel market data and benchmarking – STR
- Tourism business counts - Inter Departmental Business Register (IDBR)
- UK inflation data - Consumer Prices Index (CPI, CPIH), Retail Prices Index (RPI)
- UK economy forecasts - Office for Budget Responsibility: Economic and fiscal outlook
- Footfall data (town centres, large retail outlets and car parks).

Domestic Tourism

Overnights visits

The revised 2023 data shows a decline in overnight trips by 5% compared to 2022 for Britain and England (2022, was generally viewed as a particularly good post pandemic year for domestic tourism). The total overnight trip spend was down 2% for both, Britain and England. When taking inflation into account, the total overnight trip spend was down 9%, compared to 2022.

The East of England registered 8.9 million domestic overnight trips during 2023 (down 13% from 10.3 million trips in 2022). These trips contributed a total of £2.02 billion in spend (down 9% from £2.21 billion in 2022 and down 15% in real terms, accounting for inflation).

Accommodation occupancy

East of England – Serviced Accommodation Room Occupancy

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
2019	63%	72%	72%	74%	78%	81%	84%	79%	81%	80%	75%	67%	76%
2022	55%	70%	74%	76%	76%	82%	85%	81%	83%	80%	79%	73%	76%
2023	69%	77%	78%	80%	81%	83%	84%	81%	84%	80%	76%	71%	79%

It is possible that hotel occupancy measures overstate trips compared to previous years because of ongoing workforce shortages. hospitality businesses' coping strategies for workforce shortages included closing on certain days or reducing the number of rooms available. This means that the number of rooms occupied could be lower while the occupancy rate was the same, due to fewer available rooms.

East of England – Self Catering Unit Occupancy

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
2019	51%	50%	49%	56%	55%	58%	53%	67%	55%	54%	47%	50%	54%
2023	42%	46%	44%	49%	47%	49%	53%	57%	48%	44%	39%	44%	47%

Short-term holiday rentals experienced a surge since the pandemic. However, the sector is now feeling the effects of the cost-of-living crisis, and an increasingly oversupply of holiday lets. According to AirDNA, new listings for homes in the UK jumped 22% year on year in 2023.

Day visits

Visits to visitor attractions

Visitor Attraction Trends in England 2023 report (Visit England, July 2024) shows that admissions volume for participating attractions in 2023 were 11% up (196.14m) on 2022 (176.87m), but 28% down on 2019 (273.75m). The sector's growth was mainly fuelled by the return of overseas visitors and an increase in school trips in 2023.

There was an 8% increase in 2023 adult admission fees but was not sufficient to absorb the rising supplier and energy costs, a general decline in staycations and the wet weather (affecting outdoor attractions).

Overall, visitors to ALVA's top 374 sites (Association of Leading Visitor Attractions) were up 19% year-on-year in 2023 to 146.6 million as the sector continues its climb back to pre-pandemic levels. Overall, current numbers are 11% down on 2019.

The East of England experienced a 6% year-on-year raise in admissions in 2023, based on the volume of visits to the same attractions. The region was least affected by the pandemic, and has been the quickest to recover, now only 2% behind 2019 levels.

The total number of visits to ALVA (Association of Leading Visitor Attractions) sites in the East of England in 2023 was 10% up on the previous year. The 2023 figures are in line with the volume of visits to the same attractions in 2019.

Overseas tourism

Visitor numbers: Official data from the Office for National Statistics (ONS) showed that there were 38.0 million overseas tourists visiting the UK last year (up 21% vs 2022). Overall, 292.9 million nights were spent in the UK in 2023, up 1% vs 2019 and up 11% vs 2022

Visitor spending: In nominal terms, spend has been setting records, although not in real terms i.e. adjusting for inflation. Spend per visit has been almost tracking inflation, therefore the total value of spend has been almost tracking the volume of visits in real terms i.e. adjusting for inflation. Inbound visitors spent a record £31.1 billion during 2023, up 17% vs 2022. Taking inflation into account, visitor spend was up 9% vs 2022.

The East of England registered 2.2 million inbound visits during 2023 (up 9% from 2.0 million trips in 2022). These trips contributed a total of £1.11 billion in spend (up 11% from £1.00 billion in 2022).

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

	UK		Overseas		Total	
Serviced	85,000	15%	1,500	6%	86,500	14%
Self catering	110,000	19%	3,500	15%	113,500	19%
Camping	73,000	13%	1,300	5%	74,300	12%
Static caravans	110,000	19%	500	2%	110,500	19%
Group/campus	40,000	7%	3,800	16%	43,800	7%
Paying guest	0	0%	0	0%	0	0%
Second homes	29,000	5%	1,300	5%	30,300	5%
Boat moorings	15,000	3%	0	0%	15,000	3%
Other	19,000	3%	1,100	5%	20,100	3%
Friends & relatives	93,000	16%	11,500	48%	104,500	18%
Total 2023	**573,000**		**24,000**		**597,000**	
Comparison 2022	**526,000**		**22,000**		**548,000**	
Difference	**9%**		**9%**		**9%**	

Nights by Accommodation

	UK		Overseas		Total	
Serviced	237,000	11%	5,000	2%	242,000	10%
Self catering	351,000	16%	67,000	30%	418,000	17%
Camping	324,000	15%	5,000	2%	329,000	14%
Static caravans	576,000	26%	1,000	0%	577,000	24%
Group/campus	103,000	5%	60,000	27%	163,000	7%
Paying guest	0	0%	0	0%	0	0%
Second homes	125,000	6%	7,000	3%	132,000	5%
Boat moorings	60,000	3%	0	0%	60,000	2%
Other	113,000	5%	2,000	1%	115,000	5%
Friends & relatives	321,000	15%	73,000	33%	394,000	16%
Total 2023	**2,210,000**		**220,000**		**2,430,000**	
Comparison 2022	**2,143,000**		**153,000**		**2,296,000**	
Difference	**3%**		**44%**		**6%**	

Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£25,979,000	19%	£455,000	4%	£26,434,000	17%
Self catering	£27,358,000	20%	£3,832,000	33%	£31,190,000	21%
Camping	£26,926,000	19%	£228,000	2%	£27,154,000	18%
Static caravans	£29,182,000	21%	£131,000	1%	£29,313,000	19%
Group/campus	£7,476,000	5%	£3,117,000	27%	£10,593,000	7%
Paying guest	£0	0%	£0	0%	£0	0%
Second homes	£3,248,000	2%	£561,000	5%	£3,809,000	3%
Boat moorings	£3,742,000	3%	£0	0%	£3,742,000	2%
Other	£6,963,000	5%	£120,000	1%	£7,083,000	5%
Friends & relatives	£9,342,000	7%	£3,051,000	27%	£12,393,000	8%
Total 2023	**£140,215,000**		**£11,494,000**		**£151,709,000**	
Comparison 2022	**£130,072,000**		**£6,586,000**		**£136,658,000**	
Difference	**8%**		**75%**		**11%**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

	UK		Overseas		Total	
Holiday	552,000	96%	11,900	49%	563,900	94%
Business	16,000	3%	500	2%	16,500	3%
Friends & relatives	0	0%	10,800	44%	10,800	2%
Other	5,000	1%	1,200	5%	6,200	1%
Study	0	0%	0	0%	0	0%
Total 2023	**573,000**		**24,400**		**597,400**	
Comparison 2022	**526,000**		**22,400**		**548,400**	
Difference	**9%**		**9%**		**9%**	

Nights by Purpose

	UK		Overseas		Total	
Holiday	2,147,000	97%	90,000	41%	2,237,000	92%
Business	50,000	2%	4,000	2%	54,000	2%
Friends & relatives	0	0%	117,000	53%	117,000	5%
Other	14,000	1%	10,000	5%	24,000	1%
Study	0	0%	0	0%	0	0%
Total 2023	**2,210,000**		**220,000**		**2,430,000**	
Comparison 2022	**2,143,000**		**153,000**		**2,296,000**	
Difference	**3%**		**44%**		**6%**	

Spend by Purpose

	UK		Overseas		Total	
Holiday	£134,153,000	96%	£6,719,000	58%	£140,872,000	93%
Business	£4,662,000	3%	£180,000	2%	£4,842,000	3%
Friends & relatives	£0	0%	£4,163,000	36%	£4,163,000	3%
Other	£1,400,000	1%	£432,000	4%	£1,832,000	1%
Study	£0	0%	£0	0%	£0	0%
Total 2023	**£140,215,000**		**£11,494,000**		**£151,709,000**	
Comparison 2022	**£130,072,000**		**£6,586,000**		**£136,658,000**	
Difference	**8%**		**75%**		**11%**	

Day Visitors

Trips and Spend by Urban, Rural and Coastal Area

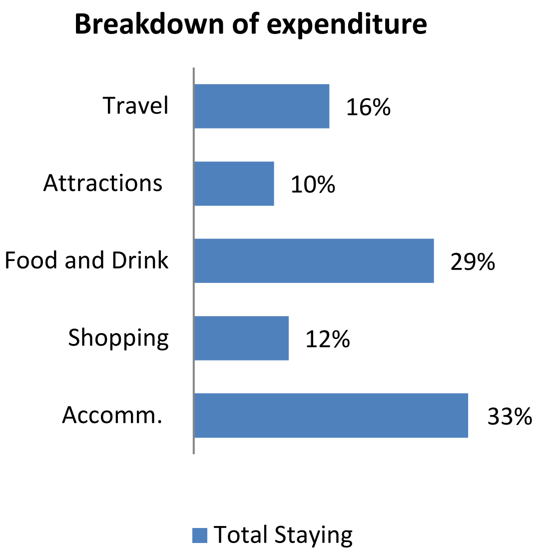
	Trips	Spend
Urban visits	2,648,000	£107,663,000
Countryside visits	3,773,000	£115,251,000
Coastal visits	2,414,000	£67,101,000
Total 2023	**8,835,000**	**£290,015,000**
Comparison 2022	**9,014,000**	**£287,813,000**
Difference	**-2%**	**1%**

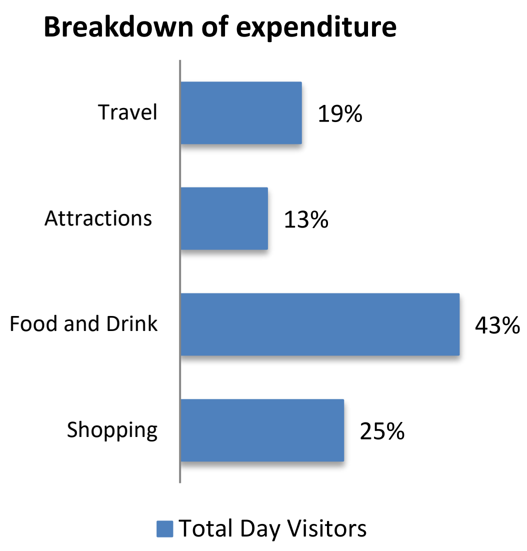
Value of Tourism

Expenditure Associated with Trips:

Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£47,419,000	£14,022,000	£41,458,000	£13,555,000	£23,761,000	£140,215,000
Overseas tourists		£3,029,000	£3,430,000	£2,672,000	£1,193,000	£1,170,000	£11,494,000
Total Staying		£50,448,000	£17,452,000	£44,130,000	£14,748,000	£24,931,000	£151,709,000
Total Staying		33%	12%	29%	10%	16%	100%
Total Day Visitors		£0	£72,825,000	£124,445,000	£38,798,000	£53,947,000	£290,015,000
Total Day Visitors		0%	25%	43%	13%	19%	100%
Total	**2023**	**£50,448,000**	**£90,277,000**	**£168,575,000**	**£53,546,000**	**£78,878,000**	**£441,724,000**
%		**11%**	**20%**	**38%**	**12%**	**18%**	**100%**
Comparison	**2022**	**£44,204,000**	**£91,620,000**	**£162,534,000**	**£51,137,000**	**£74,979,000**	**£424,474,000**
Difference		**14%**	**-1%**	**4%**	**5%**	**5%**	**4%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£10,071,000	£768,930	£4,204,448	£1,895,000	£16,939,378

Spend on second homes is assumed to be an average of £2,200 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,300 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,300. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £190 per visit has been assumed based on national research for social

Direct Turnover Derived From Trip Expenditure

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

		Staying Visitor	Day Visitors	Total
Accommodation		£51,331,000	£2,489,000	£53,820,000
Retail		£17,277,000	£72,097,000	£89,374,000
Catering		£42,806,000	£120,711,000	£163,517,000
Attractions		£15,364,000	£40,771,000	£56,135,000
Transport		£14,959,000	£32,368,000	£47,327,000
Non-trip spend		£16,939,378	£0	£16,939,378
Total Direct	**2023**	**£158,676,378**	**£268,436,000**	**£427,112,378**
Comparison	**2022**	**£154,618,262**	**£267,261,000**	**£421,879,262**
Difference		**3%**	**0%**	**1%**

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and Income Induced Turnover

		Staying Visitor	Day Visitors	Total
Indirect spend		£28,271,000	£37,457,000	£65,728,000
Non trip spending		£3,388,000	£0	£3,388,000
Income induced		£17,818,000	£5,607,000	£23,425,000
Total	**2023**	**£49,477,000**	**£43,064,000**	**£92,541,000**
Comparison	**2022**	**£47,971,000**	**£42,520,000**	**£90,491,000**
Difference		**3%**	**1%**	**2%**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

		Staying Visitor	Day Visitors	Total
Direct		£158,676,378	£268,436,000	£427,112,378
Indirect		£49,477,000	£43,064,000	£92,541,000
Total Value	**2023**	**£208,153,378**	**£311,500,000**	**£519,653,378**
Comparison	**2022**	**£202,589,262**	**£309,781,000**	**£512,370,262**
Difference		**3%**	**1%**	**1%**

Employment

Employment

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving

Direct employment

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Accommodation		1,034	38%	50	1%	1,084	16%
Retailing		174	6%	724	18%	898	13%
Catering		784	29%	2,212	55%	2,996	45%
Entertainment		295	11%	782	19%	1,077	16%
Transport		113	4%	244	6%	357	5%
Non-trip spend		314	12%	0	0%	314	5%
Total FTE	**2023**	**2,713**		**4,013**		**6,726**	
Comparison	**2022**	**2,650**		**3,983**		**6,633**	
Difference		**2%**		**1%**		**1%**	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Accommodation		1,530	39%	74	1%	1,604	16%
Retailing		260	7%	1,086	18%	1,346	14%
Catering		1,177	30%	3,318	56%	4,494	46%
Entertainment		416	11%	1,103	19%	1,519	15%
Transport		159	4%	345	6%	504	5%
Non-trip spend		358	9%	0	0%	358	4%
Total Actual	**2023**	**3,900**		**5,926**		**9,826**	
Comparison	**2022**	**3,741**		**5,883**		**9,624**	
Difference		**4%**		**1%**		**2%**	

Indirect & Induced Employment

Full time equivalent (FTE)				
		Staying Visitor	Day Visitors	Total
Indirect jobs		586	694	1,280
Induced jobs		330	104	434
Total FTE	**2023**	**916**	**797**	**1,714**
Comparison	**2022**	**888**	**787**	**1,676**
Difference		**3%**	**1%**	**2%**

Estimated actual jobs				
		Staying Visitor	Day Visitors	Total
Indirect jobs		668	791	1,459
Induced jobs		376	118	495
Total Actual	**2023**	**1,045**	**909**	**1,954**
Comparison	**2022**	**1,013**	**898**	**1,910**
Difference		**3%**	**1%**	**2%**

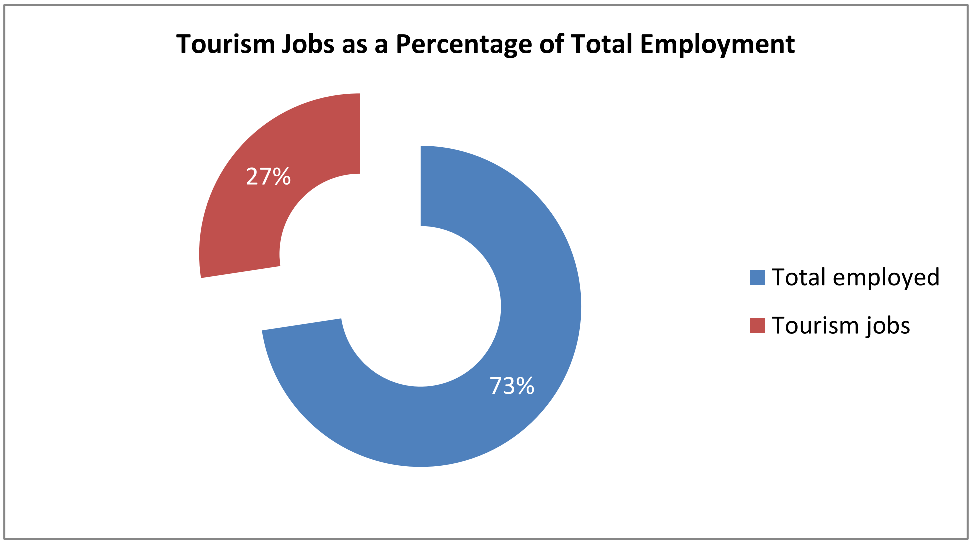
Total Jobs

> Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Direct		2,713	75%	4,013	83%	6,726	80%
Indirect		586	16%	694	14%	1,280	15%
Induced		330	9%	104	2%	434	5%
Total FTE	**2023**	**3,630**		**4,810**		**8,440**	
Comparison	**2022**	**3,539**		**4,770**		**8,309**	
Difference		**3%**		**1%**		**2%**	
Estimated actual jobs							
		Staying Visitor		**Day Visitor**		**Total**	
Direct		3,900	79%	5,926	87%	9,826	83%
Indirect		668	14%	791	12%	1,459	12%
Induced		376	8%	118	2%	495	4%
Total Actual	**2023**	**4,944**		**6,835**		**11,779**	
Comparison	**2022**	**4,754**		**6,781**		**11,535**	
Difference		**4%**		**1%**		**2%**	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	Day visitors	Total
Total employed		43,000	43,000	43,000
Tourism jobs		4,944	6,835	11,779
Proportion all jobs		**11%**	**16%**	**27%**
Comparison	**2022**	**4,754**	**6,781**	**11,535**
Difference		**4%**	**1%**	**2%**



Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

Data sources

The main national surveys used as data sources in stage one include:

- Domestic tourism statistics: An online survey collecting data on both domestic overnight trips as well as domestic day trips.
- International Passenger Survey (IPS) information on overseas visitors to the UK.

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions;
- Attractions data supplied by ALVA (Association of Leading Visitor Attractions)
- Short-term rental stock and occupancy - Lighthouse / AirDNA
- Hotel market data and benchmarking – STR
- Latest estimates of resident population as based on the Census of Population;
- Selected data from ONS employment-related surveys;
- Selected data on the countryside and coast including, national designations and length of the coastline (where relevant).

The model also includes contextual and sector-specific data from third-party sources and destination-level business performance data captured by or on behalf of our destination partners. Data sources include:

- Tourism business counts - Inter Departmental Business Register (IDBR)
- UK inflation data - Consumer Prices Index (CPI, CPIH), Retail Prices Index (RPI)
- UK economy forecasts - Office for Budget Responsibility: Economic and fiscal outlook
- Footfall data (town centres, large retail outlets and car parks).

Limitations of the Model

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London. Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding

All figures used in this report have been rounded. Therefore, in some tables there may be a slight discrepancy between totals and sub totals.

Staying Visitors

Data on domestic overnight visits is based on a new combined online survey that replaced the separate Great Britain Tourism Survey and Great Britain Day Visits Survey. It provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The International Passenger Survey (IPS) provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors

Information on day trips at the regional level is available from a new combined online survey that replaced the separate Great Britain Tourism Survey and Great Britain Day Visits Survey. The new survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure

This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The above-mentioned surveys offer a breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents

Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attractions, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self-employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Produced by:

destinationresearch
delivering results : measuring what matters

Registered in England No. 9096970
VAT Registration No. GB 192 3576 85

45 Colchester Road
Manningtree
CO11 2BA

Sergi Jarques
Director
Tel: 01206 392528
info@destinationresearch.co.uk
www.destinationresearch.co.uk